

Changing Just One Word Can Make a Big Difference

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Have you ever applied for a job and felt the embarrassment of rejection? Did it make you wish you hadn't applied and hesitant to apply for anything again? Something as simple as the words we use can compel people to take action or drive them away. In Indiana, we were curious to see if our citizens were worried about the fear of rejection. When visiting [Indiana's Child Support website](#), the word "apply" — as in How to Apply for Child Support Services — is prominent. Does the use of the word "apply" have a direct correlation to the way people feel about our services?

One of the first road tests for Indiana's Digital Marketing Research Grant Team was to change the words "apply for" to "enroll now" to see if more parents would request services. What a difference that made! Website visitors clicked through to the next hyperlink at a rate of 60% — a nearly 9% increase over past results! What's next? The team is testing other words such as "get started," "register," "sign me up," and "open a case."

We're leveraging the support of several other partnerships to evaluate success rates for each new word or phrase we try. The evaluation team includes five county prosecutor offices that represent subsets of Indiana's rural, suburban, and urban populations. These counties are actively involved in the grant, providing data about their case activity weekly. In addition, the team gathered baseline data about Indiana's cases and citizens from the statewide child support enforcement system and the state's Data Warehouse. A market research company also conducted focus groups and online surveys to get user feedback. After analyzing all the data, the team defined issues, developed hypotheses, and built a road map detailing the road tests they would conduct along the way. Indiana has 12 interventions planned, and three are testing website updates. The website road tests started in April and run through December 2019.

We're very proud of our child support program and its history, but we want to make it better. Our website focuses on the IV-D program, local county prosecutor offices, and the variety of ways to make payments. Is that what potential Indiana customers want to know? The hypotheses say otherwise! During 14 of our planned road tests, we'll include changing the terminology to what the general

Increasing Awareness of Services through Digital Marketing

OCSE awarded \$2.2 million to 14 grantees through a two-year demonstration called **Using Digital Marketing to Increase Participation in the Child Support Program**. This is one of a series of articles featuring grantees using digital marketing innovations to reach and serve families more effectively.

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public is used to hearing: not IV-D, but Child Support Program; not prosecutors, but navigators, etc. The team will also update website content to explain the process from paternity through order establishment and case monitoring. We're excited about working with OCSE to conduct this research. If you'd like to follow Indiana's progress or have specific questions about our processes, just email CSBDigitalResearch@dcs.in.gov.

